

1963

Seattle story

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The Seattle Story

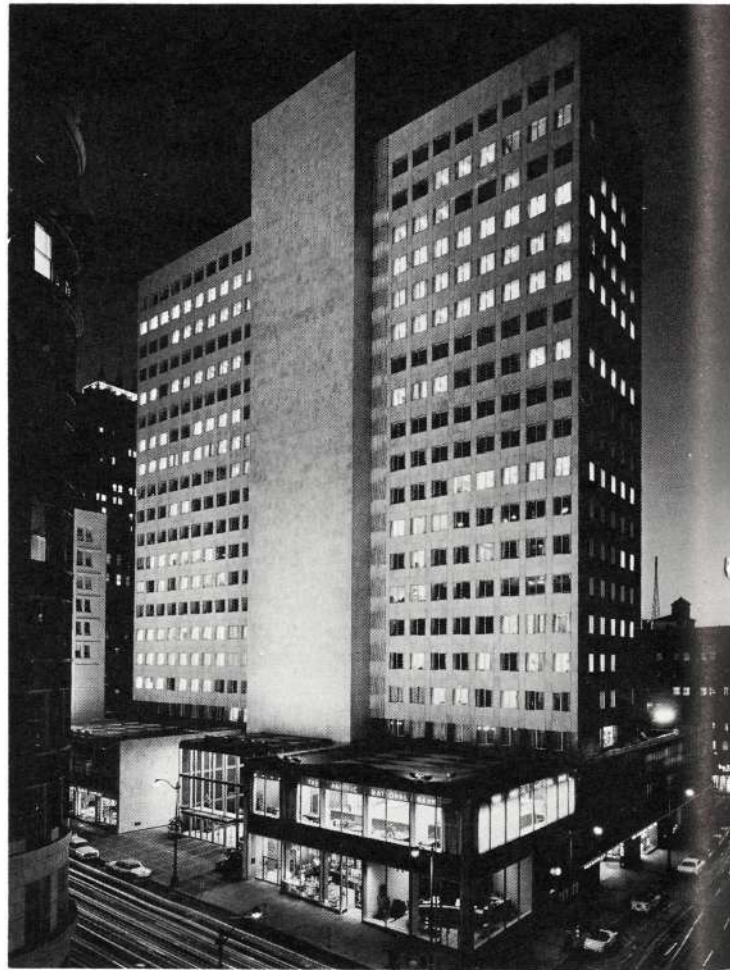


THE STORY of any public accounting office is mostly a story of people. In telling a story about the Seattle office of Touche, Ross, Bailey & Smart, there is little to be said that does not encompass those people, past and present, who have made significant contributions to the office.

The factual data is simple. On July 1, 1935 the Seattle office of Allen R. Smart & Co. was opened on the ninth floor of the 1411 Fourth Avenue Building, then Seattle's finest office building. The space was tiny but ample for the organization of two—the manager and the secretary-typist-bookkeeper. The location was maintained for 25 years but was steadily enlarged until half the floor was occupied. In November 1960 the office was moved across the street to the just-completed Washington Building, now the prestige office building in Seattle.

Going back just a little, the first Pacific Coast office of Allen R. Smart & Co. was in Los Angeles. The Seattle work was served from there. When the Seattle office was opened, the Los Angeles office was closed and work there was covered by travel. It was but a few years, however, until the Los Angeles office was reopened as a sub-office of Seattle and continued as such until the Touche merger in 1947.

Somewhat later, the Seattle office had a sub-office in



TRB&S office is in Seattle's finest office building

Portland which was absorbed in the merger with Stratford, Hanson & Co.

Gross fees for the first year of 1935, including the work in Los Angeles, were just about enough to cover the salary of one college graduate of today. Today's gross fees rank the office about tenth in size in the firm. In operating efficiency it would rank somewhat higher. The office has strong tax and management services departments with much greater activity in both than is the case in most offices. As this is written, 36 people are attached to the office.

From the two or three clients of 1935, the list has grown to well over 400.

Almost everyone makes some contribution to the standards, quality, practices, and traditions of an office. To pick out those whose efforts have been most significant is not an easy task, but certainly the following people would be included on such a list.

John O. Yeasting opened the office and was its first resident manager. Upon graduation from the University of Michigan, his first job was with Allen R. Smart & Co. He pioneered for the firm on the Pacific Coast after five years in Chicago, Dayton, Pittsburgh, and way points. His second job was with Boeing, who drafted him in 1939. He is now a director, a vice president, and the general manager of its outstanding Transport Division.

John Yeasting established the basic policies of the office. These were high standards, careful and thorough workmanship, devotion to the welfare of clients, constant striving for improvement, and interest in meeting new challenges. The influence of his ability and char-

acter is still rubbing off on today's juniors in the Seattle office.

Edward P. Tremper joined the office in 1937 and was its manager after 1939.

Gerald E. Gorans, the present partner in charge, joined the office on April 1, 1947 after his graduation from the University of Washington. Even in his early years he showed a natural understanding of accounting. He has the ability to get things done and to work well with clients. One of his qualities, sometimes rare among accountants, is common sense. Jerry is active in civic affairs and the office continues to grow and improve under his leadership.

Durwood L. Alkire joined the office a short time after Jerry. He was an Internal Revenue Agent conferee who very quickly learned the ropes on the other side. He has been active in both professional and civic affairs. To many he is known as the outstanding tax accountant in the Pacific Northwest and is in great demand as a speaker on tax subjects. Under his direction the Seattle tax department has shown continuous growth and development.

Milton M. Gilmore, now partner in charge of the San Francisco office, joined the office in 1940 after his graduation from the University of Washington. He was transferred to Detroit in 1948. His contribution to the office was important, particularly in the audit field where his strict and precise workmanship furnished outstanding examples for others to follow. His devotion to clients' affairs and to the firm was notable.

Among those who had a major impact on the development of the office were Ralph Peterson (1939-1952), Jerry Pennington (1941-1951), and Harold Haynes (1948-1954).

Ralph Peterson, now the senior partner of Peterson & Sullivan, Seattle CPA's, initiated many of the office training techniques. He provided staff leadership and was a major factor in encouraging young men in their professional development.

Jerry Pennington's ten years with the firm were broken by a leave of absence to the F.B.I. On his return



John O. Yeasting — returns to the office he opened in 1935

*Helen Lilly
in her office near the reception area*

he assumed major audit and management responsibilities. He had boundless energy both for the firm and for the community. Today he is business manager of The Seattle Times and has been the recipient of most of the civic honors Seattle can bestow.

Hal Haynes, now vice president-finance of The Boeing Company, contributed to the technical aspects of the audit work of the office by the objective application of his fine mind to difficult problems. His report review work was outstanding and was accomplished with the ease that accompanies his clean-cut personality.

In stopping such a list at this point, many people would be omitted: Theodore Herz, now partner of Price Waterhouse in Washington, D. C.; Orville Melby, now



assistant treasurer, The Boeing Company; Frank Daft, Los Angeles partner who managed the sub-office there prior to the Touche merger.

One other person cannot be omitted, Helen Lilly. Starting with the office in pre-Touche days, she has been an inspiration to all in her outstanding ability to handle any and all problems. Around her the office revolves, for her hand touches each phase of its activities. Her devotion and loyalty to the firm are unsurpassed. Clients, buffeted by our changing personnel, have found in her a warm and friendly anchor of continuity.

Finally the list must include Seattle-born Ed Tremper, who joined Allen R. Smart & Co. a little more than two years after the Seattle office opened. This was by merger (perhaps public accounting's smallest) and for a time John Yeasting and Ed Tremper operated as co-resident managers with a technical staff of one part-time assistant.

From 1939 to 1952 Seattle was a one-manager or one-partner office and Ed Tremper was partner in charge until the fall of 1961. During all of these years he was a leader in professional affairs at both the state and national level and took a prominent part in many state



Norman E. Swenson — Tax senior, in his office

Left to right — Gerald E. Gorans, John O. Yeasting, Edward P. Tremper, Durwood L. Alkire



Dean D. Thornton — Management Services manager (right) confers with J. W. Wescott of P. S. Ross & Partners, Vancouver, B. C.



Floelle Spencer looks up from her work on the clients' ledger



and local civic and governmental activities. He will become an advisory partner in 1963.

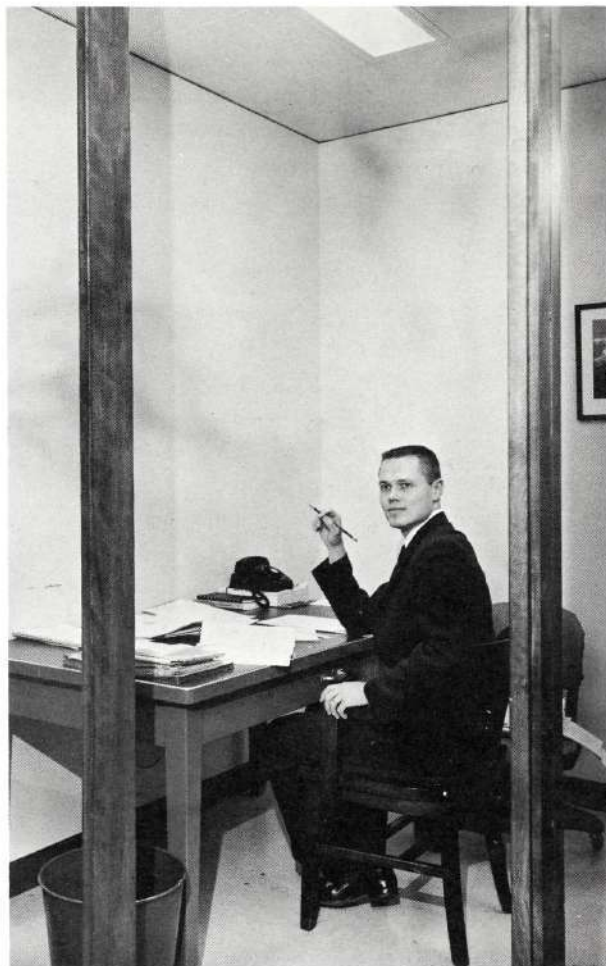
It is interesting to note that of these few people listed as major contributors to the development of the Seattle office, there has also been other recognition. Three are currently listed in Who's Who in America and two in Who's Who in the West.

But beyond any recognition is the satisfaction of each that they have been a part of an organization with basic competence and high principles. Each has learned from and contributed to activities of varied interest and steady development and improvement.

The Seattle office has also been a training ground: For clients, Carl Schoenfeld, Al Sauerbrey, Henry Fatch and Chuck Koester, together with others at The Boeing Company; Chuck Coatney with Great Western Malting Co.; Al Nord with Foster & Marshall Inc.; Ray Zoellick with The Doctors Hospital; Hal Wright with the Douglas Fir Plywood Association. For other offices, Bob Sheriff in Honolulu, Don Wiese in Boston, Bob Mooney in Minneapolis, and Bob ApRoberts in Portland.

This is the Seattle story, as the office looks forward with enthusiasm and confidence to the next quarter century.

*Gerald M. Berg — Seattle's newest,
working in an audit staff office*



Eloise Rathjen —receptionist

